

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

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Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
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October 18, 1996

RJR Account #160600  
Mr. B. Donahue  
DONAHUE TOBACCO CO.

**DECEMBER DORAL B2G1F / PROMOTION #601794**

Dear Bill:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F sleeves (item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

| DORAL<br>STYLE | B1G1F<br>UPC Code | #/ (6M) Cases<br>B1G1F | LIVE<br>UPC Code | #/ (12M) Cases<br>LIVE |
|----------------|-------------------|------------------------|------------------|------------------------|
| Full Flavor Kg | 12300-22268       | 2                      | 12300-16612      | 1                      |
| Light 100      | 12300-22264       | 2                      | 12300-15212      | 1                      |

**PO #111896**

Product / Premium Arrival:

**November 18, 1996**

Ship Date to Retail:

**Week of: November 25, 1996**

SKU CUBE:

**1.0400**

SKU WT (w/o Product):

**4.0000 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**4 Savings Cartons**

EFT \$ Amount:

**\$1,235.44**

Non-EFT \$ Amount:

**\$N/A**

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-2-  
B2G1F  
DONAHUE TOBACCO CO.

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

**SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE  
ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$84.00 (3 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Westenberger / 162302

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DECDOR.DOC

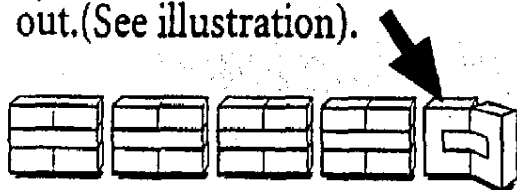
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# WHOLESALE PACKING INSTRUCTIONS

## VALUE-ADDED PROMOTIONS - 4TH QTR. '96

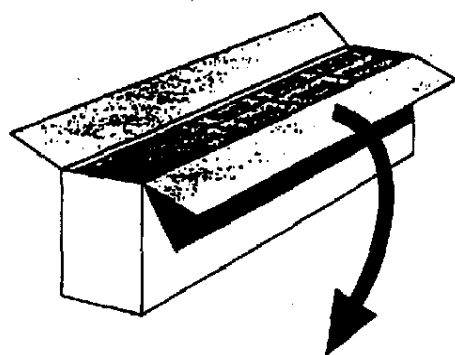
**December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)**

Each white carton contains  
Five Prebanded 2-Pack  
B1G1F DORAL offers.  
Four offers are banded side-  
by-side. The fifth offer folds  
out. (See illustration).



### STEPS

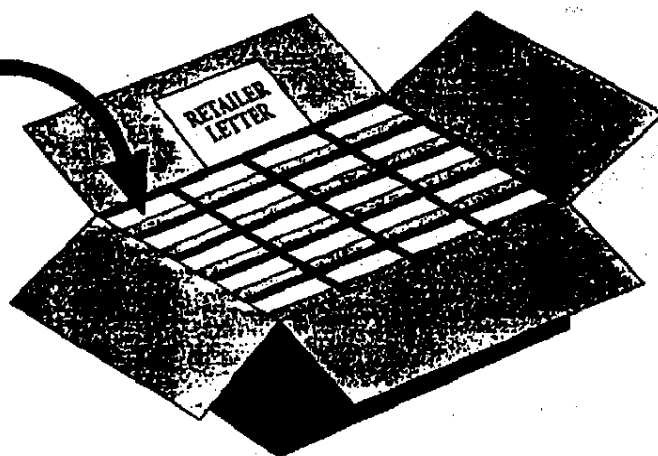
1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



B1G1F  
Pre-Banded Offer



"Live" Pack



Item: #515990

Description: DORAL B2G1F Sleeve Kit

|                   |       |        |  |  |  |  |
|-------------------|-------|--------|--|--|--|--|
| Brand Style       | FF Kg | Lt 100 |  |  |  |  |
| Number of Cartons | 2     | 2      |  |  |  |  |

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 WHOLESALER: 160600 DONAHUE TOBACCO CO  
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INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F  
 BRAND STYLES: FF / FF 100 / LT / LT 100  
 SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

| Supplier | Account | Territory | Name                 | Address                    | City            | State | Chain ID   | CCF  | Volume |
|----------|---------|-----------|----------------------|----------------------------|-----------------|-------|------------|------|--------|
|          | 653523  | 1622 01   | NORTHERN BORNE MOBIL | RT. 30                     | LONG LAKE       | NY    |            | A 12 | 105    |
|          | 684091  | 1622 01   | NORTHERN BORNE       | MAIN STREET                | LONG LAKE       | NY    |            | A 12 | 115    |
|          | 176607  | 1623 04   | CORINTH NEWS         | 118 MAIN ST                | CORINTH         | NY    |            | A 12 | 100    |
|          | 176627  | 1623 04   | EDDIES GROCERY       | 82 BOULEVARD ST            | HUDSON FALLS    | NY    |            | A 12 | 145    |
|          | 177009  | 1623 04   | JACOB & TONEYS IGA   | 157 MAIN ST                | WARRENSBURG     | NY    |            | A 24 | 240    |
|          | 177011  | 1623 04   | BOB'S VARIETY        | 47 SOUTH STREET            | GLENS FALLS     | NY    |            | C 24 | 550    |
| 906941   | 177018  | 1623 04   | MOOREWOOD IGA        | MAIN STREET                | NORTH CREEK     | NY    |            | A 12 | 100    |
|          | 177024  | 1623 04   | SOKOLS QUEENSBURY MK | 122 AVIATION RD            | GLENS FALLS     | NY    |            | C 12 | 245    |
|          | 177035  | 1623 04   | HARTFORD IGA         | ROUTE 40                   | HARTFORD        | NY    |            | A 12 | 150    |
|          | 177038  | 1623 04   | SCOTTIES VARIETY     | 20 MAIN ST                 | GRANVILLE       | NY    |            | A 12 | 130    |
|          | 177048  | 1623 04   | GETTY 58743          | 23 MAIN & JOHN ST          | HUDSON FALLS    | NY    |            | A 01 | 50     |
|          | 205190  | 1623 04   | E-Z MART             | ROUTE 9<br>SARATOGA AVENUE | S GLENS FALLS   | NY    |            | A 04 | 70     |
|          | 250716  | 1623 04   | BONFARE              | RT 9 SARATOGA AVE          | S GLENS FALLS   | NY    |            | A 24 | 150    |
|          | 320476  | 1623 04   | D & G HARDWARE       | RT 9 MAIN ST 18            | WARRENSBURG     | NY    |            | A 24 | 265    |
|          | 392637  | 1623 04   | GETTY MART           | RT 50 & BROOKLINE RD       | BALLSTON SPA    | NY    |            | A 24 | 205    |
|          | 402337  | 1623 04   | A-PLUS #60036F       | 521 BROADWAY               | SARATOGA SPRING | NY    | 0362-01-02 | A 24 | 582    |
|          | 494790  | 1623 04   | EMRICK'S EMPORIUM    | 4466 HARRISBURG ROAD       | STONY CREEK     | NY    |            | A 04 | 75     |
|          | 564276  | 1623 04   | ASAD PETROLEUM GETTY | RT 9L & 149                | QUEENSBURY      | NY    |            | A 12 | 105    |
|          | 566184  | 1623 04   | MINOQUE'S BEVERAGE   | AVIATION ROAD              | QUEENSBURY      | NY    | 1126-00-00 | A 24 | 500    |
|          | 566187  | 1623 04   | MINOQUE'S BEVERAGE   | 16 WEST AVE                | SARATOGA SPRING | NY    | 1126-00-00 | A 24 | 600    |
|          | 573906  | 1623 04   | ZAFAR DAR & SONS PET | 122 AVIATION RD            | QUEENSBURY      | NY    |            | A 12 | 110    |
|          | 640167  | 1623 04   | ZENATH PETROLEUM     | 278 BROADWAY               | HUDSON FALLS    | NY    |            | A 12 | 150    |
|          | 699172  | 1623 04   | MALTA GETTY          | ZZ PETROLEUM<br>RT. 9      | MALTA           | NY    |            | A 12 | 150    |
|          | 767657  | 1623 04   | GIFFORD'S MOBIL      | WEST MAIN STREET           | QUEENSBURY      | NY    |            | A 12 | 125    |
|          | 722987  | 1623 06   | NEW AB CONVENIENT    | 299 2ND AVE                | ALBANY          | NY    |            | A 12 | 140    |
|          | 252946  | 1623 08   | STOP -N- SHOP MARKET | 21 LARK STREET             | ALBANY          | NY    |            | A 01 | 80     |
|          | 482448  | 1623 08   | MARKEL'S HESS        | 719 NEW LOUDON RD          | LATHAM          | NY    |            | A 24 | 210    |
|          | 579471  | 1623 08   | N&H GROCERY          | 218 LARK ST                | ALBANY          | NY    |            | A 12 | 175    |
|          | 686763  | 1623 08   | GM PETROLEUM         | RT 9 & 20                  | EAST GREENBUSH  | NY    |            | A 12 | 140    |

Total Accounts 29

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12/09/96

ACCOUNT NUMBER: 160600                      DONOHUE CANDY & TOB.  
VOUCHER NUMBER: 15335216                    114 MIDDLE AVE  
DATE WRITTEN: 12/09/96                      SARATOGA SPRINGS , NY 128  
STATUS: PAID  
AMOUNT PAID: 84.00                          SEND CHECK TO: ROU

| DESCRIPTION      | UNITS | AMOUNT |
|------------------|-------|--------|
| DISPLAY ASSEMBLY | 3.00  | 84.00  |

EXPLANATION: DEC DORAL B2G1F 601794 / 162302

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